

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BONN

AMEMBASSY PARIS

AMCONSUL FRANKFURT

UNCLAS STATE 245663

FOR MOORHOUSE/PTC, FOR OLSEN/FTC

E.O. 11652: N/A

TAGS: BEXP, FR, GW

SUBJECT: JUNE SHOW SCHEDULE PTC/FTC

REF: MOORHOUSE/WARNES TELCON 11/4; OLSEN/TRAFTON TELCON 11/4

1. DUE TO CONFLICT MAJOR TRADE FAIR, PTC JUNE ELECTRONIC COMPONENTS POSTPONED. ALSO DUE TO CONFLICT MAJOR FAIR, FTC JUNE DESIGN ENGINEERING POSTPONED.
2. RECREATION AND LEISURE EQUIPMENT EXHIBITION IS TO BE SCHEDULED FOR JUNE AS TANDEM EXHIBITION. REQUEST TRADE CENTERS CONSULT TO DECIDE BEST TIMING AND CABLE RECOMMENDED DATES PARIS AND FRANKFURT.
3. PARIS: MRO OPPOLZER RESEARCH JUST RECEIVED REQUIRES EMBASSY EVALUATION. IN VIEW REVISED SHOW SCHEDULE, WOULD APPRECIATE CABLE SUMMARY EVALUATION EARLIEST POSSIBLE DATE.
4. BONN/FRANKFURT: RESEARCH WAS CONDUCTED ON THIS THEME

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IN 1971 BY INFRATEST. ALSO THIS PRODUCT THEME WAS COVERED

IN RECENT WEST GERMAN DEVALUATION STUDY PLUS MARCH 1974
DR. KINDEL CONSUMER GOODS STUDY DONE FOR AMK BERLIN.
UNDERSTAND COPY LEFT WITH EMBASSY. MARKET POTENTIAL FOR
AMERICAN GOODS AIRGRAM-7175 REQUESTS RESPONSE FROM EMBASSY
BY NOVEMBER 15, 1974. APPRECIATE CABLE SUMMARY OF EMBASSY
RESPONSE IN VIEW OF REVISED FTC JUNE SHOW SCHEDULE.

5. PARIS/FRANKFURT: DO-IT-YOURSELF-TOOLS JEEP TANDEM WOULD NOT
BE HELD JUNE AND RESCHEDULED DURING FOLLOWING FALL SINCE JEEP
PRESENTS POSSIBLE PARTICIPANT CONFLICT AND PROSPECTS WILL BE
ENCOURAGED PARTICIPATE JUNE TANDEM RECREATION AND LEISURE
EQUIPMENT EXHIBITION.

6. CCP-PARIS: REQUEST EMB CONCURRENCE TO ELIMINATE ELECTRONIC
COMPONENTS EVENT UNDER CAMPAIGN #1 AND ELIMINATE DO-IT-YOURSELF
JEEP EVENT UNDER CAMPAIGN #5, ADDING RECREATION LEISURE EVENT
UNDER CAMPAIGN #5.

7. CCP-BONN: REQUEST EMB CONCURRENCE TO ELIMINATE DESIGN
ENGINEERING EVENT UNDER CAMPAIGN #2 AND ELIMINATE DO-IT-YOURSELF
JEEP EVENT UNDER CAMPAIGN #4, ADDING RECREATION LEISURE EVENT
UNDER CAMPAIGN #4.

8. PROPOSED RESCHEDULING PTC/FTC: SUGGEST ELECTRONIC COMPONENTS
RESCHEDULED PTC DECEMBER '75 AND DESIGN ENGINEERING RESCHEDULED
FTC FEB. '76 AS OFF-SITE IN DUSSELDORF INNOVATION '76. INGERSOLL

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